



Our communications provider has informed us that due to new federal regulations regarding the legal and proper use of Short Message Service (SMS) and Multi-Media Service (MMS) in the regular course of business, our company is now required to register as a valid business concern with The Campaign Registry, a new legal entity designed to protect consumers from being solicited without their consent. With this in mind, we must now seek approval in writing from our clients prior to conducting business via SMS or MMS (text messaging), to prove our adherence to, and compliance with the new regulatory guidance.

Please see the following explanation for further clarification:

Copied from: <https://www.swiftsmgateway.com/2022/06/21/everything-you-need-to-know-about-the-campaign-registry/>

The Campaign Registry was set up to help companies work within regulatory best practices, with telecommunications companies providing checks and balances in the way of message throttling and even financial penalties for companies that violate regulations against spam texting.

History of SMS Campaigns in the U.S.

Much like any other technological industry, the rise of text messaging for business bounded ahead of regulation, leading to some serious issues as more and more cellphone numbers were made available and businesses were able to get their hands on lists of consumers.

The Rise of Spam Text Messaging

Spam texting is the use of a consumer's number without their consent, typically to send marketing messages or other unsolicited or unwanted messages. The vast amount of spam led to the realization that there needed to be oversight.

Valid Use Cases for Business Texting

Valid business texting use cases are all based around consent from a consumer to be contacted. This can be consent obtained by a company directly from a customer, to send them information and offers, or consents gained from a consumer by another party where the consent also included offers from "partners" of the other party.

CONSENT:

I/WE DO HEREBY CONSENT TO THE USE OF SMS/MMS MESSAGE COMMUNICATIONS WITH CONNECTED HOME, INC. AS A REGULAR COURSE OF COMMUNICATION, AND AS IT RELATES TO OUR BUSINESS TRANSACTIONS WITH THEM.

SIGNED: _____